

**Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF
COMMERCE & ECONOMICS, PONDA-GOA
B.COM. CBCS (SEMESTER- II) SUPPLEMENTARY EXAMINATION,
DECEMBER 2020
MANAGERIAL ECONOMICS**

Duration : 2 Hours

Marks : 40

Q 1) Answer the following questions in brief (Any 10):

(2 x10 =20 Marks)

- 1) Marginal Cost Pricing
- 2) Going rate pricing
- 3) Price Skimming strategy
- 4) Peak Load Pricing
- 5) General Considerations of Pricing Policy (**Any two**)
- 6) Normal & Supernormal profit
- 7) Profit Forecasting Methods (**Any two**)
- 8) Concept of Contribution Margin
- 9) Concept of Safety Margin
- 10) Features of Capital Budgeting
- 11) Payback period method
- 12) Sources of long term finance (**Any two**)
- 13) Cost of Debt Capital
- 14) Risk free rate & risk premium
- 15) Sources of Business risk (**Any two**)
- 16) Concept of Risk & Uncertainty

Q 2) Answer the following questions (Any 4)

(5 x 4=20 Marks)

- a) Full Cost Pricing & Penetration Pricing
- b) Multi – product pricing
- c) Concept of Break - even point
- d) Steps involved in Capital Budgeting
- e) Weighted Average Cost of Capital
- f) Risk Adjusted Discount Rate
